



# 2011 College Dating Violence and Abuse Poll

---

Topline Report

June 9, 2011

Prepared for:

**LIZ CLAIBORNE INC**

# Table of Contents

---

- Background & Objectives
- Methodology
- Key Findings
  - Summary of Key Findings
  - Prevalence of Dating Abuse Among College Students
  - Intervening in Dating Abuse
  - Breakdown of violent and abusive dating behaviors
  - Knowledge Gaps: Missed Opportunities to Stop or Prevent Dating Abuse
- Respondent Characteristics

# Background & Objectives

---

Liz Claiborne Inc. commissioned Knowledge Networks to conduct a survey of college students.

The objectives of this project are to:

- Identify the prevalence of dating abuse among college students;
- Better understand their attitudes and perceptions about dating violence and abuse;
- Explore knowledge of warning signs and where to seek help; and
- Examine reactions to dating abuse experienced as bystanders.

# Methodology: Sample

---

- The sample for this study comes from the Knowledge Networks probability-based online panel, KnowledgePanel®. This panel is statistically representative of the entire U.S. population.
- Panel membership is by invitation using national random samples where every household has a known probability of being included. This design assures that samples drawn from the 50,000 KnowledgePanel members can be generalized to the U.S. population and reliably to population subgroups, such as the college students in this study.
- When recruited panel members are found to not have any Internet access from home, KN provides them with a laptop computer and an Internet connection so that they, too, can be represented. This more inclusive coverage makes KnowledgePanel unique among large online panels.

# Methodology: Data Collection

---

- Online data collection took place between September 29 – December 27, 2010.
- KnowledgePanel members aged 18 to 29 were notified of the survey by email. Respondents were then screened for current enrollment in a four year college. Among all 18-29 year olds, 19% were found to be eligible for this study as students enrolled in a four-year college. The cooperation rate was 58% among all invited panel members.
- KN interviewed 508 college students, including 330 women and 178 men.

# Methodology: Weighting

---

- To accurately represent all 18-29 year-old students enrolled in a four year college or university, the final data are weighted using Census Bureau school enrollment benchmarks for age, gender, race/ethnicity and geographic region based on the October 2009 Supplement of the Current Population Survey (CPS).
- The final sample is statistically representative of all 18-29 year-old college students and thus nationally represents their views and experiences.
- The margin of sampling error is plus or minus 5.4 percentage points for the entire sample of college students.

# Terminology

---

- The term “dating” refers to any intimate relationship -- long-term or short-term, formal or casual, public or private, serious or not.
- The term “dating abuse” is defined as more than physical or sexual violence but also includes a wide range of verbal, emotional, controlling and isolating behaviors. Dating abuse takes many forms, both obvious and subtle. It ranges from punching, slapping, pushing, and grabbing to sexual abuse; from threats of violence, verbal attacks, constant insults, put downs and other forms of intimidation to constant jealousy, possessiveness, and controlling behavior. It can also include abuse via technology and money.
- The following slide shows the list of violent and abusive dating behaviors used in this survey.

# Violent and Abusive Dating Behaviors

---

## **Controlling Behaviors (Net)**

Tried to prevent me from spending time with my family or friends

Told me how to dress

Bought me anything that I needed as a way to control me

Threatened to spread rumors if I didn't do what he/she wanted

Told me where to live either on or off campus

Prevented me from participating in sports or other extracurricular activities

Prevented me from going to study groups

Told me what classes to take at college

## **Verbal Abuse (Net)**

Threatened to kill himself/herself if I stopped seeing him/her

Threatened to hurt me if we were to break up

Threatened to hurt (hit, slap, choke, punch, kick) me when angry

## **Physical Abuse (Net)**

Hurt (hit, slapped, choked, punched, kicked) me when angry

Made me fear for my safety

## **Abuse via Technology (Net)**

Called and texted my cell phone to check up on me more than 50 times per day

Shared or threatened to share private or embarrassing pictures or videos of me

## **Sexual Abuse**

Pressured me into having sex (going all the way) when I didn't want to

## **Forced Substance Use (Net)**

Pressured me into drinking alcohol when I didn't want to

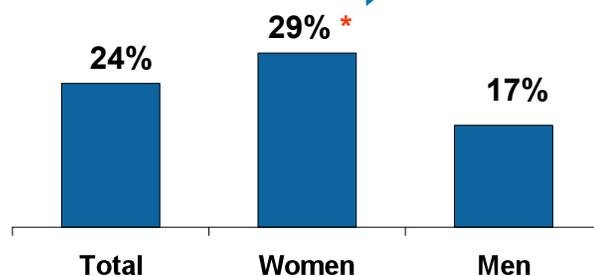
Pressured me to do drugs when I didn't want to

# Reading the Charts

Who is responding to a given question (“base”) and base size (“n”) are included in the footnote.

Statistically significant differences between groups are indicated with a red asterisk next to the figure that is statistically higher than its counterpart.

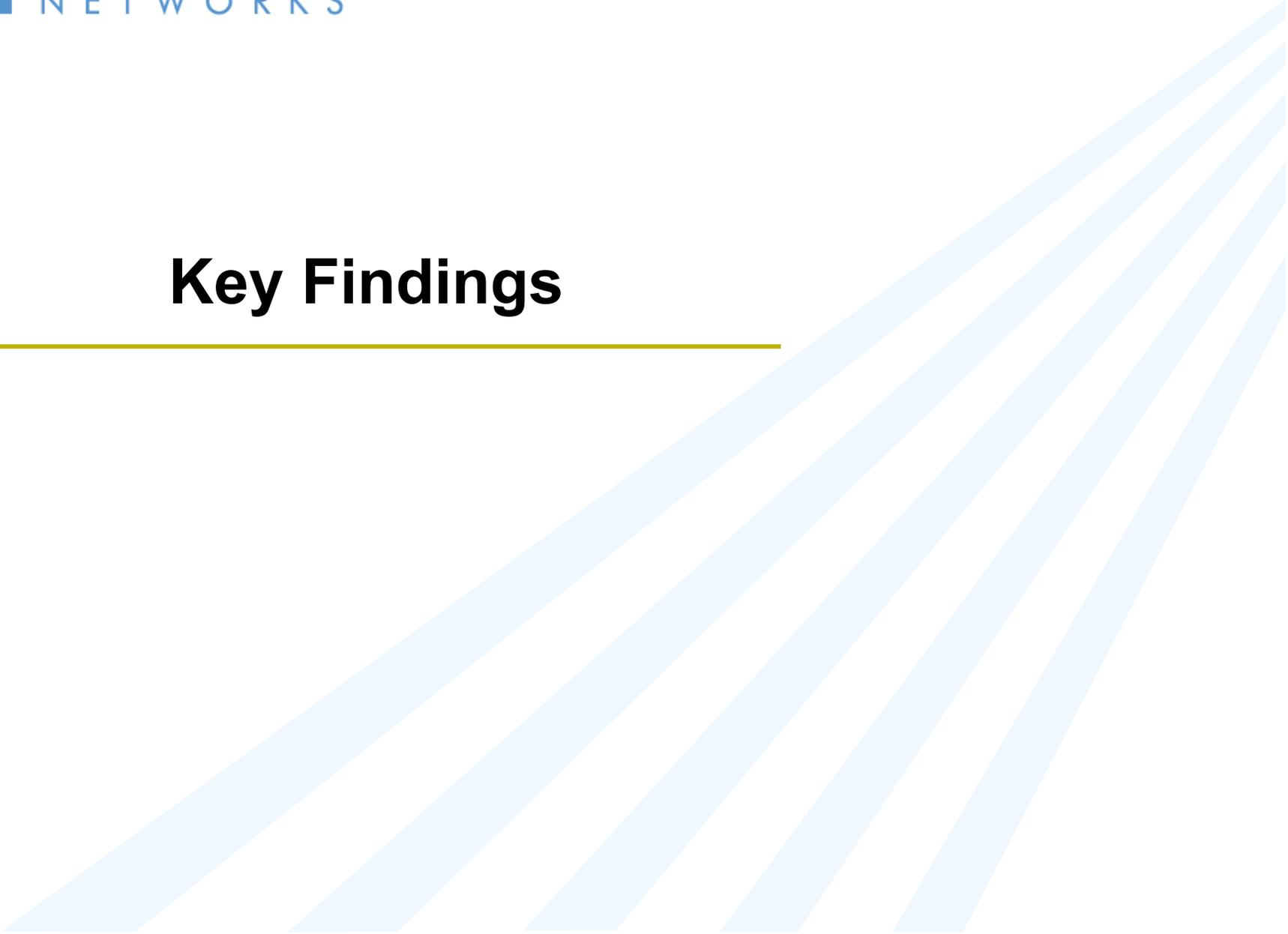
*Thinking back, have you ever been in an abusive relationship?*



Base: Ever been in a dating relationship (n=428) (Women n=284; Men n=187)

# Key Findings

---



# Key Findings (1)

---

- A significant number of college women are victims of dating violence and abuse.
  - 43% of dating college women report experiencing violent and abusive dating behaviors including physical, sexual, tech, verbal or controlling abuse.
  - Nearly 1 in 3 (29%) college women say they have been in an abusive dating relationship.
  - 52% of college women report knowing a friend who has experienced violent and abusive dating behaviors including physical, sexual, tech, verbal or controlling abuse.
- More than half (57%) of college students who report experiencing dating violence and abuse said it occurred in college.

## Key Findings (2)

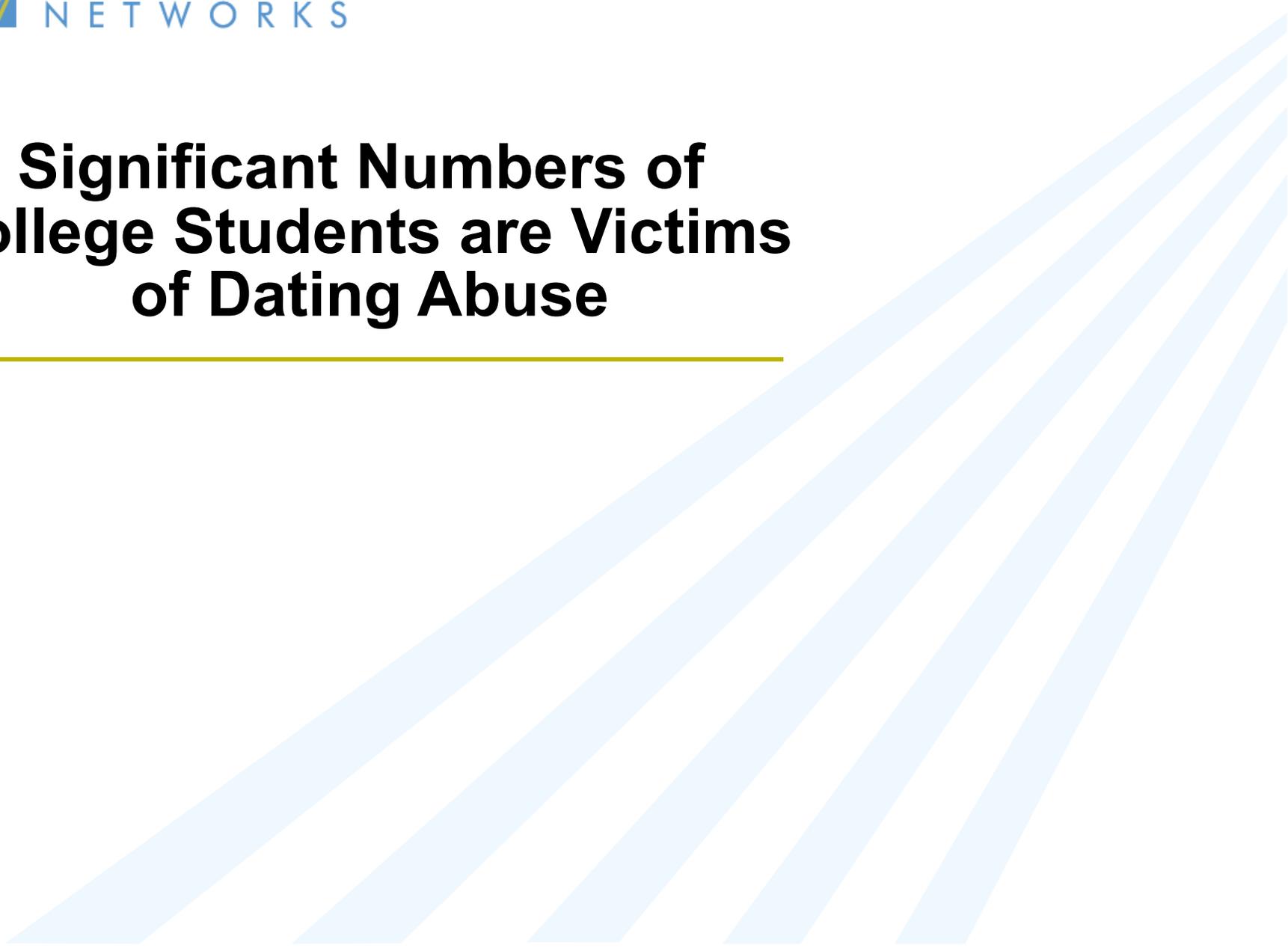
---

- College students do not know how to help their friends and themselves get out of abusive relationships.
  - 58% of college students say they don't know what to do to help someone who is a victim of dating abuse.
  - 38% of college students say they don't know how to get help for themselves if they were a victim of dating abuse.
  - More than half of all college students (57%) say it is difficult to identify dating abuse.
- Sharing passwords can increase digital dating abuse among college students.
  - 1 in 3 (36%) dating college students has given a dating partner their computer, email, or social network passwords and these students are more likely to experience digital dating abuse.



# **Significant Numbers of College Students are Victims of Dating Abuse**

---



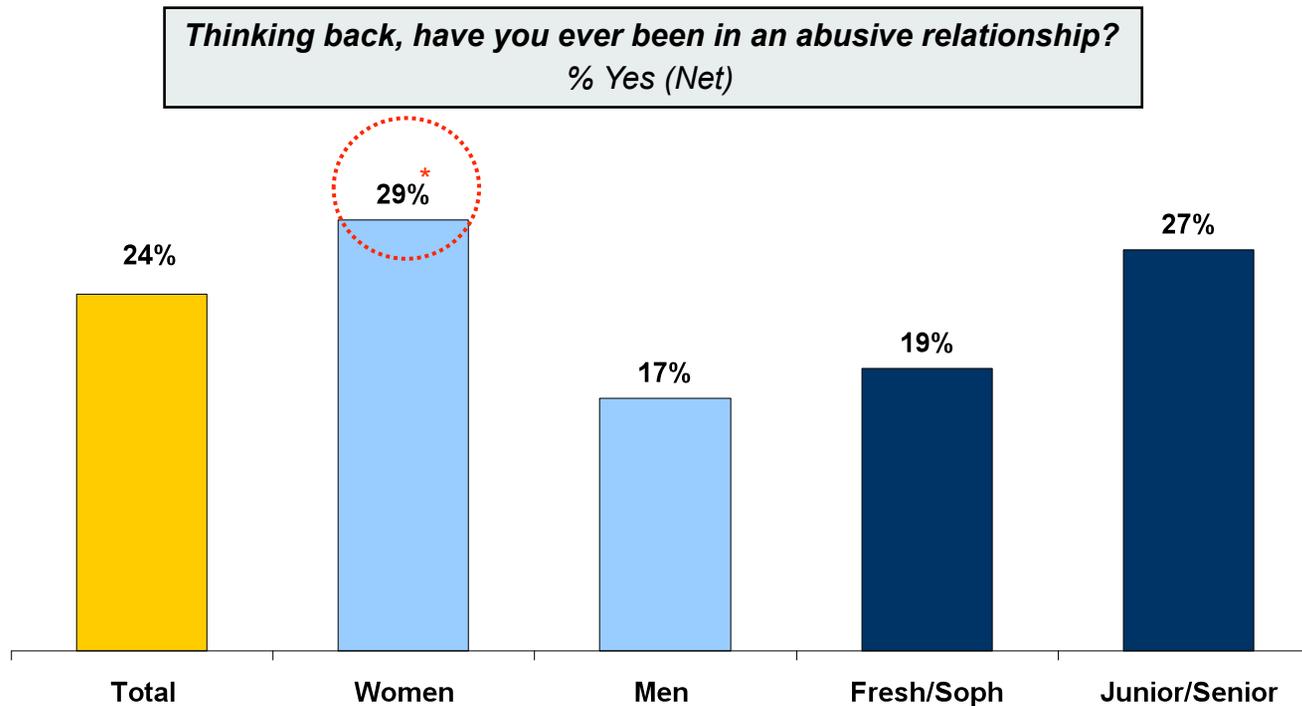
# 43% of college women report experiencing violent and abusive dating behaviors including physical, sexual, tech, verbal or controlling abuse.

Have you ever had a dating partner do any of the following to you while in a dating relationship?

	Women	Men
<b>36%</b> Have experienced at least one of the following in a dating relationship	<b>43%*</b>	<b>28%</b>
<b>27%</b> Have been victimized by <b>controlling behavior</b>	31%	22%
<b>17%</b> Have been the victim of <b>verbal abuse</b>	22%*	11%
<b>16%</b> Have been the victim of <b>abuse via technology</b>	16%	16%
<b>15%</b> Have been the victim of <b>physical abuse, sexual abuse or threats of physical violence</b>	22%*	6%
<b>9%</b> Have been <b>pressured into drinking alcohol and using drugs</b>	11%	6%

# Nearly 1 in 3 college women report having been in an abusive relationship.

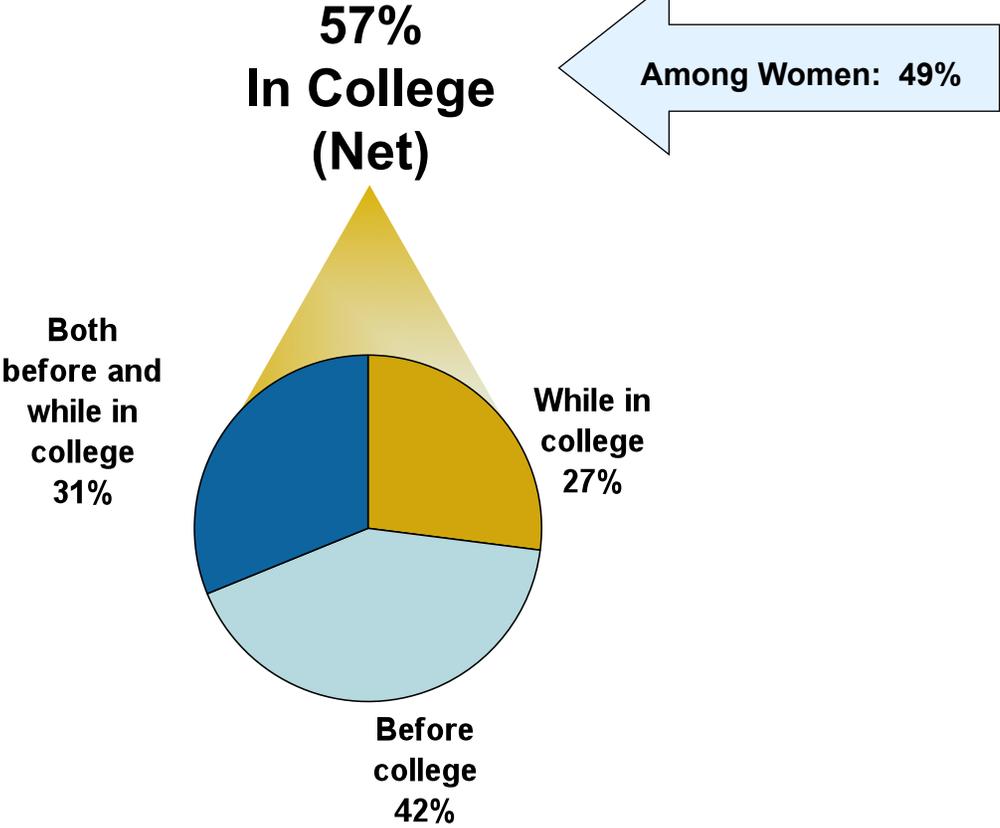
---



Base: Ever been in a dating relationship (n=428) (Women n=284; Men n=144) (Freshmen/Sophomores n=187; Juniors/Seniors n=241)

# More than half of college students who reported abuse said it occurred while in college.

Did any of this happen to you while you were in college, before college, or both?



## Among all dating upperclassmen (juniors & seniors), almost 1 in 3 has experienced dating abuse while in college.

---

*Did any of this happen to you while you were in college, before college, or both?*

	<u>Total</u>	<u>Freshmen/ Sophomores</u>	<u>Juniors/ Senior</u>
<b>While in college (Net)</b>	<b>21%</b>	<b>11%</b>	<b>29%*</b>
<b>Before college (Net)</b>	<b>26%</b>	<b>29%</b>	<b>24%</b>

## 52% of all college women report knowing a friend who has experienced violent and abusive dating behaviors.

		Women	Men
<b>52%</b>	Have a <b>college friend</b> who experienced at least one of the following behaviors in a dating relationship	<b>58%*</b>	<b>45%</b>
<b>44%</b>	Know a friend who has been a victim of <b>controlling behavior</b>	50%*	37%
<b>31%</b>	Know a friend who has been a victim of <b>verbal abuse</b>	35%	28%
<b>29%</b>	Know a friend who has been victimized via <b>technology</b>	32%	25%
<b>28%</b>	Know a friend who has been a victim of <b>physical abuse, sexual abuse or threats of physical violence</b>	33%*	22%
<b>17%</b>	Know a friend who has been <b>pressured into drinking alcohol and using drugs</b>	20%	12%

# 1 in 3 college students have given a dating partner their password; these students are 10x more likely to experience some aspects of digital dating abuse.

## 1 in 3

36% of dating college students have **given a dating partner their computer, email, or social network passwords**

- *Women: 41%\**
- *Men: 29%*

Those students who **share their passwords are more likely to experience digital abuse**

*Ever had a dating partner....*

**Check your cell phone/computer to see who you have been communicating with:**

<i>Shared passwords</i>	<b>43%*</b>
<i>Has not shared passwords</i>	<b>15%</b>

**Use your passwords without permission:**

<i>Shared passwords</i>	<b>31%*</b>
<i>Has not shared passwords</i>	<b>3%</b>

**Deleted friends on your social networks:**

<i>Shared passwords</i>	<b>21%*</b>
<i>Has not shared passwords</i>	<b>2%</b>

**Altered your online profiles without consent:**

<i>Shared passwords</i>	<b>17%*</b>
<i>Has not shared passwords</i>	<b>&lt;1%</b>

## When asked, threats of suicide and self-harm were the number one reason college students stayed in an abusive relationship.

Among those who experienced relationship abuse...

*Did any of the following reasons prevent you from leaving a relationship that you thought was abusive?*

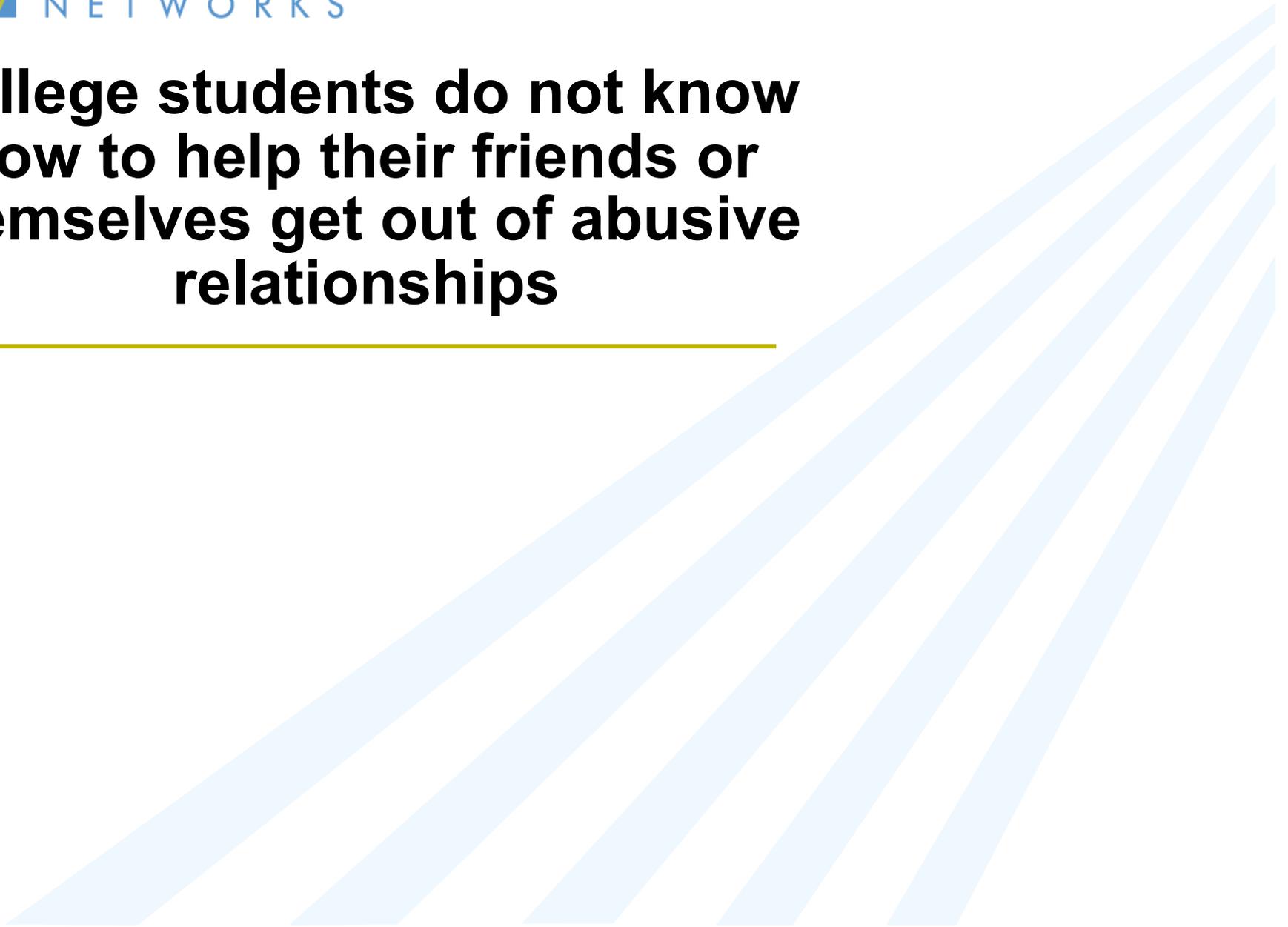
(% Yes)

24%	The person you were dating threatened to hurt and/or kill himself/herself if you left them
20%	You had the same friends and you were afraid of losing all your friends
12%	You were dependent on this person financially
7%	The person you were dating took care of food and living expenses
6%	The person you were dating threatened to tell family and/or friends about your relationship
5%	The person you were dating was from a different religion, ethnic or racial group and threatened to tell about your relationship
4%	The person was a Resident Assistant and you were afraid that you wouldn't have a place to live
5%	You thought the person you were dating would be kicked out of school if anyone found out
3%	The person had a teaching position on campus and you were afraid it would hurt your grades
2%	The person you were dating bought your phone and paid your phone bill



**College students do not know  
how to help their friends or  
themselves get out of abusive  
relationships**

---



## The majority of college students in abusive relationships failed to realize it and said no one helped them.

---

### *Among those who experienced relationship abuse...*

- 70%** were not aware at the time that they were in an abusive relationship
- 60%** said NO one stepped in to try to help them
- 42%** did NOT tell anyone about it

### *Of those who know of a college friend who experienced at least one sign of dating violence...*

- 27%** did NOT try to get help for their friend

# 78% of college students say it is important to intervene when you see a friend being abused, but 58% say they don't know what to do.

---

		Women	Men
<b>78%</b>	report it is important to intervene when you see a friend being abused by his/her dating partner	80%	77%
<b>58%</b>	do not know or are not sure what to do to help a victim of dating abuse	55%	61%

## More than half of college students say it is difficult to identify dating abuse.

---

	Women	Men
<b>57%</b> report it is very or somewhat difficult to identify dating abuse	59%	54%
<b>32%</b> report they are not at all or not very knowledgeable about the warning signs of dating abuse	25%	40%*

## Top seven reasons why college students are reluctant to report dating abuse:

---

- 62%** think that it will make it worse for the victim
- 60%** feel it is not their business
- 60%** think that it will hurt their relationship with the victim
- 56%** they know the suspected abuser
- 56%** they are afraid the abuser might make their life worse on campus
- 53%** they are afraid that people who know it was them who reported it
- 52%** they are afraid of getting hurt themselves

# When asked who, if anyone, college students would turn to on their college campus to help with issues of dating abuse, most would go to the counseling center.

---

% reporting they would turn to....

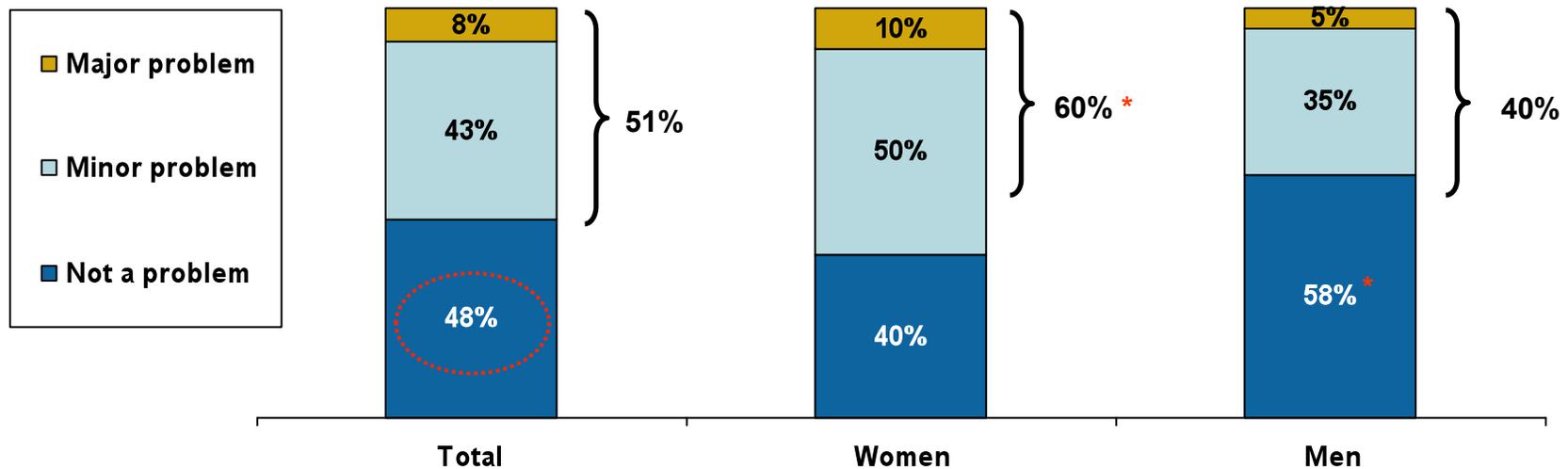
**62%** campus counseling center

**32%** campus health center

**26%** campus residence staff

# While half of college students know a college friend who has experienced dating abuse, only 8% see dating abuse as a major problem on their campus.

Do you think that dating abuse is a major problem on your campus, a minor problem, or not really a problem at all on your campus?



# Breakdown of violent and abusive dating behaviors

---



# 31% of women have experienced controlling behaviors in a relationship. Controlling behaviors are the most widespread forms of abuse.

*Have you ever had a dating partner do any of the following to you while in a dating relationship?*

		Women	Men
<b>27%</b>	<b>Controlling Behaviors (Net)</b>	<b>31%</b>	<b>22%</b>
16%	Tried to prevent me from spending time with my family or friends	20%	12%
16%	Told me how to dress	16%	15%
7%	Bought me anything that I needed as a way to control me	8%	5%
7%	Threatened to spread rumors if I didn't do what he/she wanted	9%	5%
4%	Told me where to live either on or off campus	3%	5%
6%	Prevented me from participating in sports or other extracurricular activities	6%	5%
5%	Prevented me from going to study groups	4%	5%
4%	Told me what classes to take at college	3%	4%

# 1 in 5 college women has been verbally abused by a dating partner.

Have you ever had a dating partner do any of the following to you while in a dating relationship?

		Women	Men
<b>17%</b>	<b>Verbal Abuse (Net)</b>	<b>22%*</b>	<b>18%</b>
10%	Threatened to kill himself/herself if I stopped seeing him/her	12%	7%
10%	Threatened to hurt (hit, slap, choke, punch, kick) me when angry	15%*	4%
9%	Threatened to hurt me if we were to break up	12%*	4%

# 1 in 6 (16%) college women has been sexually abused in a dating relationship.

---

*Have you ever had a dating partner do any of the following to you while in a dating relationship?*

**10%** **Sexual Abuse**

Pressured me into having sex (going all the way) when I didn't want to

Women

16%\*

Men

1%

# Half of college women have a college friend who experienced controlling behaviors in a relationship.

Do you know of any college friends who had a dating partner do any of the following to him/her while in a dating relationship?

	Women	Men
<b>44% Controlling Behaviors (Net)</b>	<b>50%*</b>	<b>37%</b>
35% Tried to prevent him/her from spending time with family or friends	42%*	28%
24% Told him/her how to dress	32%*	14%
18% Bought him/her anything that they needed as a way to control them	22%*	13%
16% Prevented him/her from participating in sports or other extracurricular activities	19%	12%
12% Threatened to spread rumors if he/she didn't do what he/she wanted	13%	11%
11% Prevented him/her from going to study groups	10%	11%
8% Told him/her where to live either on or off campus	12%*	5%
7% Told him/her what classes to take at college	8%	6%

# 1 in 3 college women has a college friend who has been verbally abused by a partner.

Do you know of any college friends who had a dating partner do any of the following to him/her while in a dating relationship?

		Women	Men
<b>31%</b>	<b>Verbal Abuse (Net)</b>	<b>35%</b>	<b>28%</b>
21%	Threatened to kill himself/herself if he/she stopped seeing them	23%	18%
21%	Threatened to hurt someone if he/she were to break up (including him/her or himself/herself)	24%	18%
19%	Threatened to hurt (hit, slap, choke, punch, kick) him/her when angry	20%	18%

## Half of college students have a college friend who experienced violent and abusive dating behaviors.

		Women	Men
<b>52%</b>	Have a <b>college friend</b> who experienced at least one of the following in a dating relationship	<b>58%*</b>	<b>45%</b>
<b>44%</b>	Know a friend who has been a victim of <b>controlling behavior</b>	50%*	37%
<b>31%</b>	Know a friend who has been a victim of <b>verbal abuse</b>	35%	28%
<b>29%</b>	Know a friend who has been victimized via <b>technology</b>	32%	25%
<b>28%</b>	Know a friend who has been a victim of <b>physical abuse, sexual abuse or threats of physical violence</b>	33%*	22%
<b>17%</b>	Know a friend who has been <b>pressured into drinking alcohol and using drugs</b>	20%	12%

# 1 in 5 college women has college friend who was sexually abused by a partner.

---

Do you know of any college friends who had a dating partner do any of the following to him/her while in a dating relationship?

**17%**

## Sexual Abuse

Pressured him/her into having sex (going all the way) when he/she didn't want to

Women

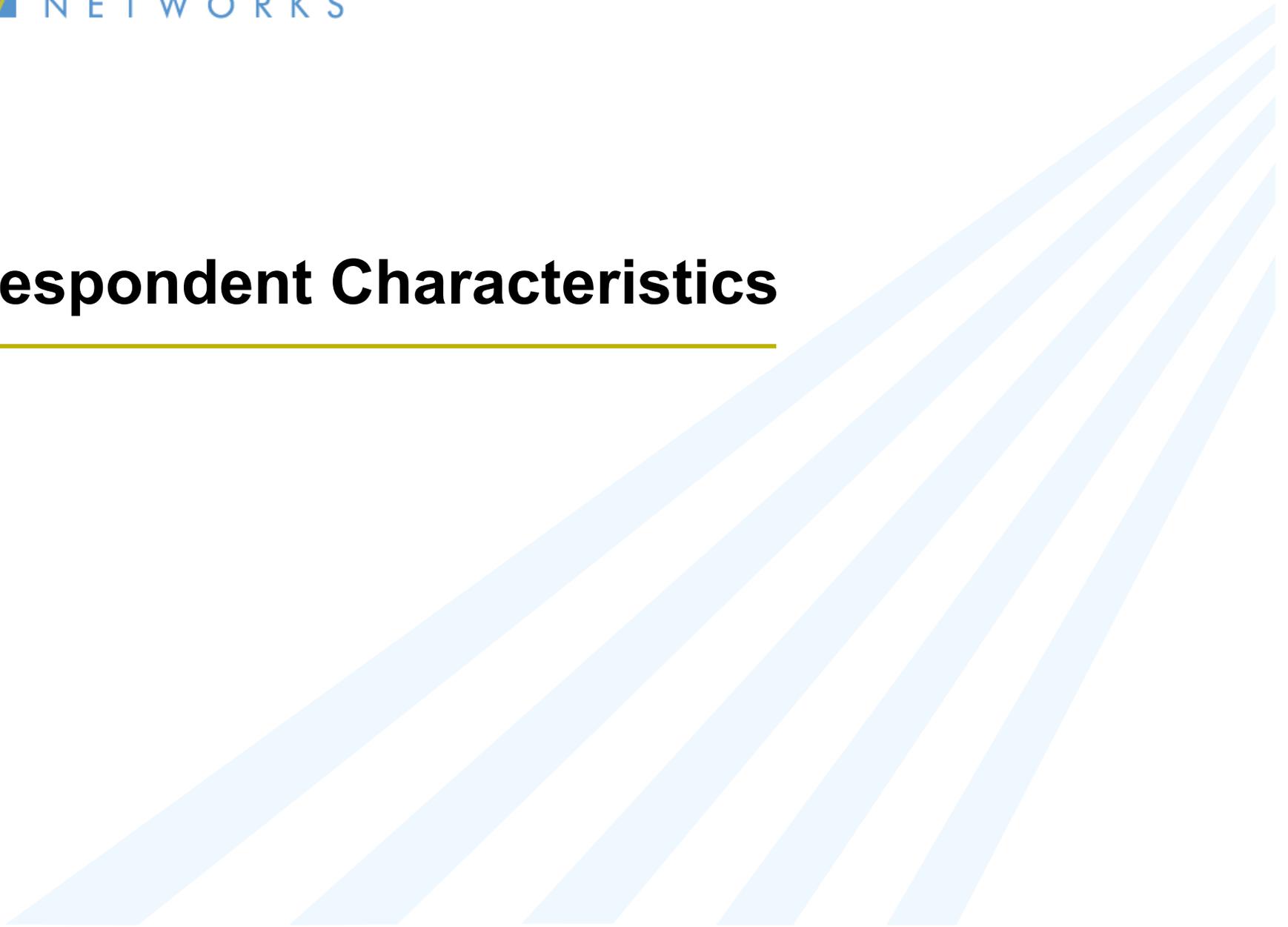
22%\*

Men

12%

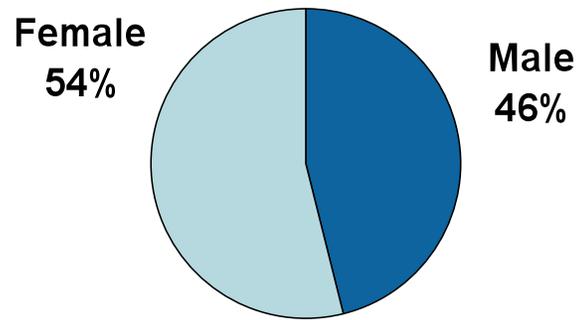
# Respondent Characteristics

---

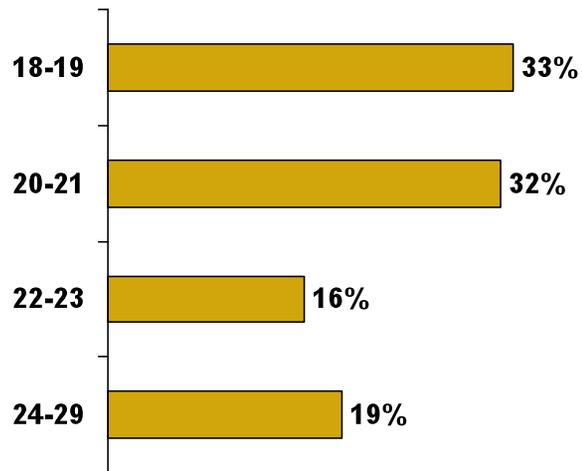


# Respondent Demographics

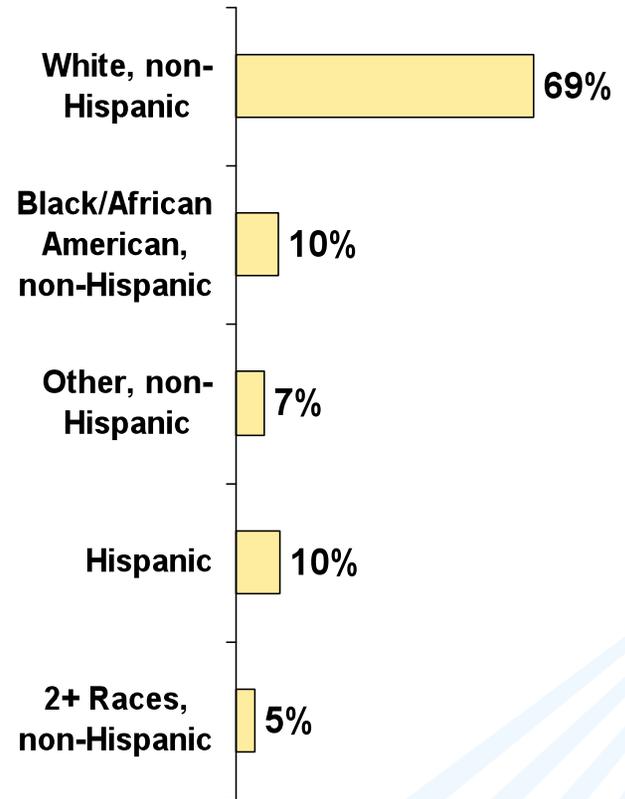
Gender



Age

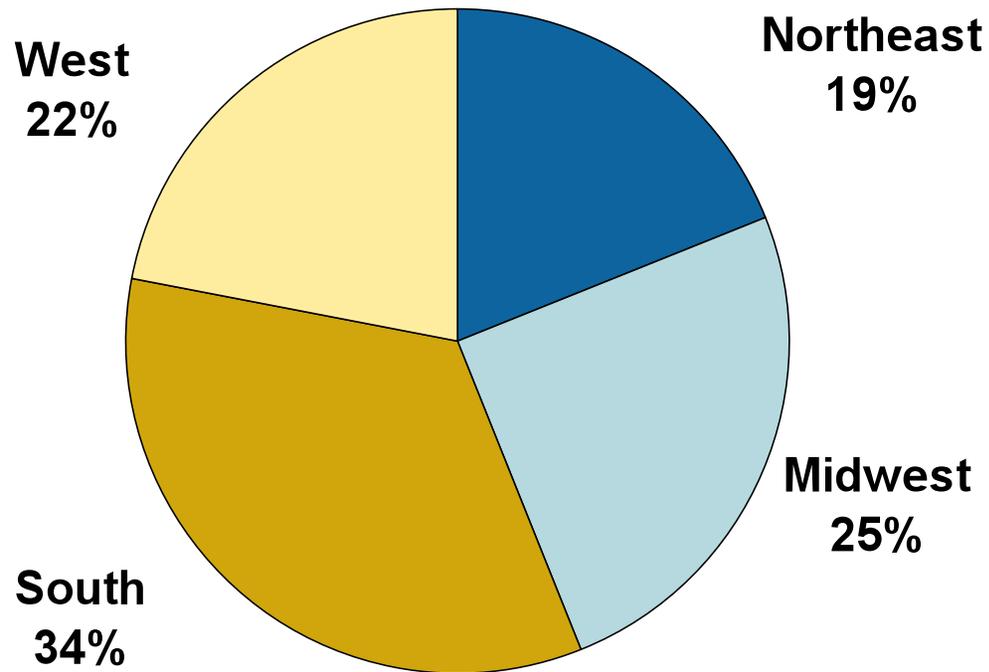


Race/Ethnicity



# Region

---

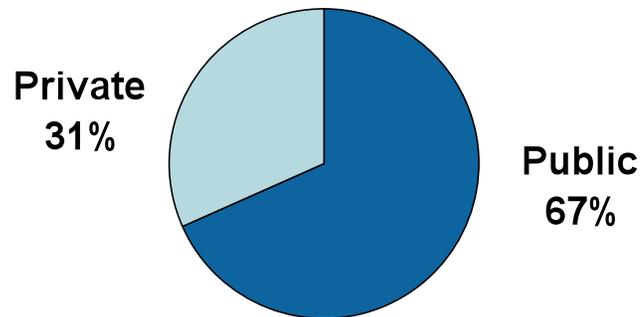


# College Characteristics

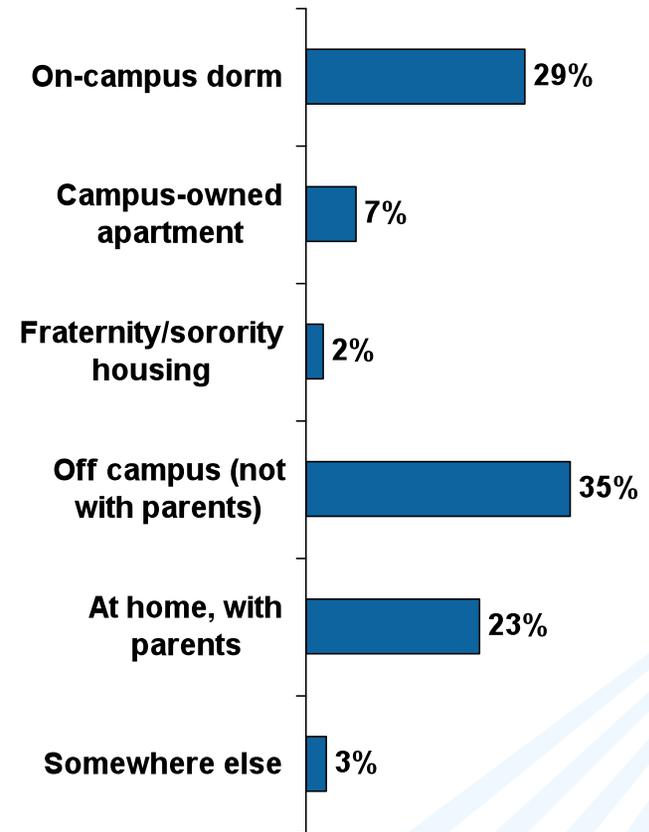
Year in College

24%	Freshmen
23%	Sophomores
31%	Juniors
23%	Seniors

Is your college/university...



Where do you live while attending college/university?



# Contact Information

---

**Jordon Peugh**

Vice President

Knowledge Networks

[jpeugh@knowledgenetworks.com](mailto:jpeugh@knowledgenetworks.com)

646-742-5334

**Anne Glauber**

Executive Vice President, Director, Global Practices

Ruder Finn

[glauber@ruderfinn.com](mailto:glauber@ruderfinn.com)

